



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 074-2006

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 21, 2006

SUBJECT: Focus Group Meetings – April 4 -6, 2006

The purpose of this LTC is to update you on the continued efforts to gain insight from our residents as to the services we are providing throughout the community.

In 2005, the City of Miami Beach conducted a broad-based survey to gather opinions and attitudes regarding services provided throughout the community. The results of this community satisfaction survey have been widely reported citywide, and we have been systematically working to address the issues identified as key concerns. For example, we have increased police presence in neighborhoods, increased service levels for cleaning the City's streets and sidewalks, particularly in the business areas, and increased programming and free offerings in our parks.

In order to continue building upon this process, and as discussed at last year's Commission Retreat, the City is holding a series of focus group meetings from April 4-6, 2006 with selected residents and businesses to delve deeper into some key topic areas identified for improvement. These meetings will provide City residents and businesses with an opportunity to share specific feedback on where the City should be allocating its resources to address concerns regarding safety at night in business districts, construction in neighborhoods, and the desire for additional special events and cultural activities.

Following are the dates, times and locations where these focus group meetings will be held:

- Mid Beach residents: 21st Street Community Center on Tuesday April 4th from 6:30 – 8:30 PM
- North Beach residents: North Shore Park, 507 72<sup>nd</sup> Street on Wednesday April 5th from 6:30 – 8:30 PM
- South Beach residents: Flamingo Park, 999 11<sup>th</sup> Street on Thursday April 6<sup>th</sup> from 6:30 – 8:30 PM

All residents participating in the focus groups will receive a free gift as well as have an opportunity to participate in a raffle. Snacks and refreshments will also be served for all those who attend.

Over the next two weeks, the Hay Group will be contacting a potential list of participants who participated in the survey to extend an invitation to participate in these focus group meetings. We will also be advertising these meetings in our local newspapers and on the City's website in order to have as many residents as possible participating in this process.

If you have any questions or need additional information, please feel free to contact me.

JMG: DM

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